PUMPERNICKEL

SOCKS

Peppermint

Rolling Pins

BELTS

Asparagus

ISHWASHER

ASPIRIN

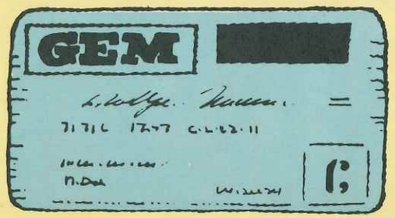
D64-12.B 92

GEM is for savings... for families!

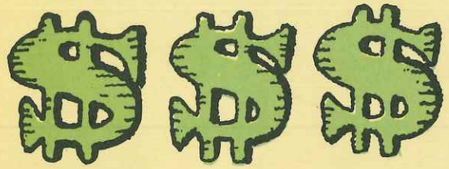
Membership Department Stores

Everything you buy every day ... 365 days of the year (366 in leap year) you can buy for less at GEM. From diamonds to diapers, from dishpans to dulcimers, from drapes to drams of your favorite scents, you save dollars and cents when you join GEM. How can GEM do it? It's a simple story. And you'll find out all about us if you just sit down and take a few minutes to read on.

WHAT'S THIS?

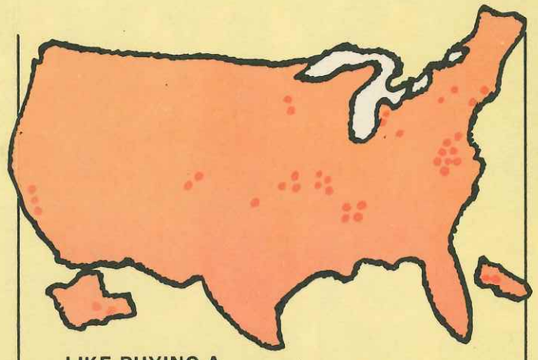


It's a GEM card. You can't get into a GEM store without it. It's smaller than a breadbox, but it can be the biggest boost your budget ever had. It can put better things than bread on your table ... and better tables to put the bread on, too.



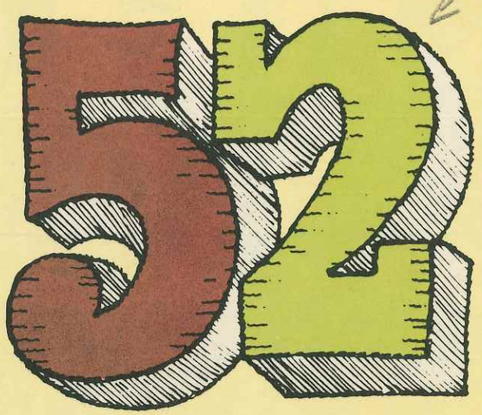
A KID YOU'RE NOT ... SO WE WON'T KID YOU!

First off, we want you to know we don't hide the fact that it costs $3 to join GEM. But your Membership will save you far more than that the first time you shop! Why? Because GEM draws its Membership from those with similar tastes and likes, plus those who are excellent credit risks. This cuts down costly collecting procedures as well as the fact that you won't find things like Dior cocktail dresses at $800 at our stores. So we don't have to add the cost of carrying these slow-moving items to EVERYTHING you buy. You find Fast-moving merchandise, limited to just what you want, and that cuts overhead. Over 2 million families like you have joined and shop GEM, they must have found what we say is so.



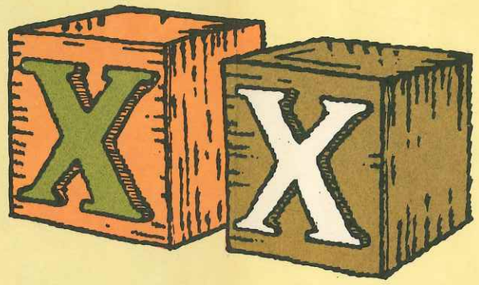
LIKE BUYING A PIG IN A POKE IT'S NOT

GEM is a National chain with 39 stores in the Continental U.S. plus stores in Hawaii and Puerto Rico. It's linked with buying offices located strategically around the country. GEM buys shrewdly, arranges for products from manufacturers in big lots and uses other cost saving procedures, consolidated purchasing methods and modern accounting know-how to keep the lowest possible costs, and that means lower prices for you.



52 DEPARTMENTS ... SO BIG DEAL!

What's so different about that you ask! We'll tell you. First off you find friends at GEM ... old friends, brand names, famous manufacturers (you've been doing business with for years). There's one difference, they cost less at GEM. You don't find seconds, irregulars, odd lots, or inferior grades. When you can save something at GEM on EVERYTHING you buy ... that can make quite a difference in your total bill ... and that's the big difference at GEM!



HOW COME BRAND X IS LESS AT GEM THAN DOWN THE STREET?

We're sure you've often said to yourself, how can the same brand be cheaper in one store than another, how do they manage to KNOW what the other store charges when they sell thousands of items? Our Mrs. Jones knows. She's our comparison shopper. She spends 8 hours a day (aching feet go with the job) checking prices of our competitors to make sure ours are lower.

SURE OUR BUYERS ARE GREAT ... BUT THE ONES THEY MAKE LOOK GOOD ARE YOU.

Getting a saving is one thing ... but when it comes to the fashions you wear, if you don't get what you want, if it's not the newest off the needles, and designers' drawing boards ... who needs it? Trust GEM's 100 men (and women) in Manhattan, right smack in the middle of the garment district to comb the market to bring you what's new now, for less. Whether it's for him or her, or your littlest heir, it's sure to have flair. Because GEM is for the look-ahead people all the way!

WE CAN TAKE IT...

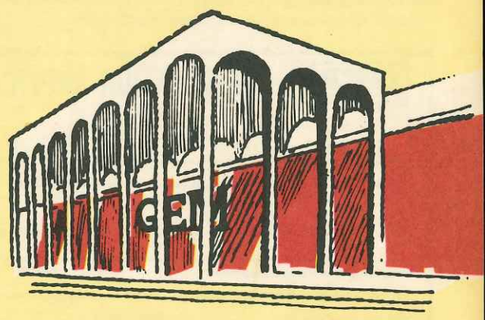
back. When something doesn't live up to your expectations ... GEM doesn't say, "Send it back to the manufacturer". We know there are imperfections in the best products on the market, at times. So we make an adjustment to your satisfaction at GEM. When you decide where to shop the next time ... we know there won't be any doubt in your mind.

SO YOU WANT IT SOLED ... SHAMPOOED ... PRESSED ... OR GASSED?

We've got just the place to do it. In most of our stores you can get a shoe repaired ... your hair set ... a suit cleaned and pressed ... the gas tank filled ... plus a clearer look at the evening paper (with new specs) ... a snack to sustain you while you shop ... bakery goods that taste like "something lovin' from the oven" ... whatever the doctor ordered (in our pharmacy) ... or your tires changed, balanced or just blown-up.

YOU SHOULD PARDON THE PUN BUT WE THINK IT'S A GEM OF A STORE

You'll find GEM is not an impersonal chain. Each store has a local manager interested in your problems. GEM stores are built outside of the high rent downtown shopping centers. (Another small fact that makes a big difference in savings). Plus GEM is not kid-gloves posh. You'll find it pleasant to shop, with wide aisles, shopping carts galore, plus the added advantage of checkout cashiers in EVERY department, so you don't have to stand in long central checkout lines and WAIT AND WAIT. Acres of free parking. GEM makes shopping with the family fun again ... instead of a headache producing horror.



the stores for people who fancy savings, not fancy stores!

the inflation fighter

RECV'D. GR. 290 7-69

join the fight join GEM

YOU ARE ELIGIBLE* TO JOIN GEM IF YOU ARE:

☐ An active or retired employee of a federal, state, county, city, quasi-government, or foreign government office or agency. ☐ An active or retired member of the armed forces; member of an active reserve unit. ☐ An employee of a non-profit, religious, educational or charitable organization. ☐ An employee of a franchised public utility. ☐ An employee of a firm performing substantial work under government contract.

*Subject to approval by GEM Membership Committee.

GEM Membership Department Stores

REGISTRATION APPLICATION

(Check or Money Order May be Safely Enclosed)

NAME _____ AGE _____ SPOUSE NAME _____ No. children _____

ADDRESS _____ HOME PHONE _____ ☐ Buying ☐ Renting

How long at home address? _____

CITY _____ STATE _____ ZIP CODE _____

EMPLOYED BY (Name of company or organization) POSITION BUSINESS PHONE EXT

MILITARY OR RESERVIST (Serial or Service Number) _____

HOW LONG AT PRESENT JOB? _____ SPOUSE EMPLOYED BY _____

The sum of $3.00 is tendered for my registration fee (which will be refunded upon request for cancellation of my membership within 90 days of above date). I agree to abide by GEM's rules and regulations. I further agree to pay an annual renewal fee of $1.00 to retain membership. I hereby certify the above information to be true. I understand only myself or spouse may use my registration card. Any misrepresentation, or abuse of privileges will result in cancellation of my registration.

X _____ (APPLICANT SIGNATURE)

X _____ (SPOUSE'S SIGNATURE) Separate Card Will Be Issued For Spouse at no extra charge

PLEASE COMPLETE IF YOU DESIRE CHECK CASHING PRIVILEGES.

Income: ☐ Under $5000 ☐ $5000-$7500 ☐ $7500-$10,000 ☐ Over $10,000

Bank Account - Name and Branch _____ ☐ Loan ☐ Checking ☐ Savings

Credit Cards - Name and Number

(1) _____ (3) _____

(2) _____ (4) _____

JUST 3 MINUTES AND 3 DOLLARS IS ALL IT TAKES TO JOIN GEM (fill out the application and mail or bring it to your nearest GEM store).

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